

Washington State Liquor Control Board

Supplier Diversity Program

MISSION

- **Ensure that women and minority-owned firms have the maximum practicable opportunity to participate in contracting and purchasing**

VISION

- **Seeking diverse competition will be the norm in contracting and purchasing**

GOALS

- **Increase solicitation of minority and women-owned businesses on WSLCB contracts and purchases**
- **Increase the amount of WSLCB business conducted with minority and women-owned businesses**

The people of Washington have held that the State may not discriminate or give preferential treatment based on race or gender in public contracting [Initiative 200: RCW 49.60.400]. State law also establishes policy to mitigate past discrimination in contracting and purchasing [RCW 39.19]. Governor's Directive 98-01 and Governor Gregoire's 07/06 Supplier Diversity Initiative requires agencies to increase their outreach and training efforts for supplier diversity.

Our duty under the law is to ensure that women and minority-owned firms have the maximum practicable opportunity to participate in contracting and purchasing. We influence the depth and diversity of the vendor pool by promoting fair and open access for state business opportunities. Such efforts strengthen the state's economic vitality, and help government get the best price and value.

STRATEGIC APPROACH

The state must be a credible partner to firms interested in doing business with government. WSLCB spends roughly \$92 million per year. Our emphasis is on improving outreach and access while maintaining the transparency and integrity of our purchasing and contracting processes. These are the elements over which we have the greatest influence – and which we expect will then drive improvements in participation. In FY09 WSLCB will endeavor to develop a procurement strategy that identifies priority spend areas.

Program Managers and Supervisors are expected to monitor supplier diversity performance and provide relevant training opportunities and coaching to their line staff. Program Managers will review and assess their supplier diversity performance quarterly as part of the Government Management, Accountability, and Performance (GMAP) session.

OMWBE will provide sub program reporting of base and participation for this level of management and accountability.

On purchases below the sealed bid limit state law requires us to obtain at least three verbal or written quotes, including soliciting at least one from a certified MBE and one from a certified WBE. We must also record efforts to solicit competition [RCW 43.19.1906(2)]. The state has a standard Record of Competition form that includes space to record M/WBE information. Purchases made using WEBS do not require a Record of Competition.

Persons Making Purchases on behalf of state government are most directly responsible for ensuring fair and open access to purchase opportunities.

- Identify and plan for each purchasing opportunity as far in advance as possible.
- Research the M/W vendors in the market using WEBS. Urge firms owned by minorities and women to contact OMWBE about certification if they are not already certified.
- Solicit competition from available small, minority, and women-owned vendors whenever reasonably possible or as required by law for all competitive purchases and ensure that the competition is documented.
- Follow-up periodically with small, minority, and women-owned businesses that do not respond to solicitations to identify barriers or concerns. Advise OMWBE of Certified firms that are repeatedly non-responsive or non-competitive, so that OMWBE can provide them assistance if appropriate.
- Using OMWBE search engine for researching Minority and Women's Business Enterprises:
<http://www.omwbe.wa.gov/biznetwas/>

Persons making contracting decisions on behalf of state government are most directly responsible for ensuring fair and open access to contracting and subcontracting opportunities.

- Identify each contract coming up for bid or renewal 8-12 months in advance.
 - Solicit competition from minority, and women-owned vendors for all competitive purchases and ensure that the competition is documented.
 - Prepare procurement plan for contracts which may include:
 1. Structuring the contract regionally, functionally, or otherwise to enhance opportunities for small, minority and women-owned business participation.
 2. Alerting partner agencies to the opportunity. They may be able to provide referrals and can work with small, minority, and women-owned businesses to help them prepare to bid competitively.
 3. Advertising opportunities in non-traditional media and via community-based organizations serving minority or women business interests.
 4. Holding pre-bid conferences and training on state procedures and requirements. (When feasible, invite partner agencies to participate in the session and to facilitate networking opportunities among vendors and contractors after the session.)
 5. Encouraging voluntary mentor partnerships and subcontracting.
 - Research the vendors and contractors in the market. Identify and recruit potential vendors and contractors that might compete for the opportunity. Urge firms owned by minorities and women to contact OMWBE about certification if they are not already certified.
 - Consider the potential for competitive participation by small, minority, and women-owned firms among the factors used in determining whether to renew or rebid a current contract.
 - Encourage bidders/contractors to form business relationships with women and minority owned firms. For state contracts with majority firms include M/W sub contract reporting.
 - Follow-up periodically with small, minority, and women-owned businesses that do not respond to solicitations to identify barriers or concerns. Provide appropriate assistance, or seek help from the Division Coordinator. Divisions can advise OMWBE of Certified firms that are repeatedly non-responsive or non-competitive, so that OMWBE can provide them assistance if appropriate.
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PERFORMANCE MEASURES

OMWBE is responsible for reporting on the overall participation of certified firms. The passage of Initiative 200 significantly affected both the availability and participation of OMWBE certified firms. Meanwhile, the diversity of the state's population and business community has continued to grow. OMWBE is actively taking steps to streamline the certification process and to increase the number of certified firms.

1. Increase participation over FY07
2. Continue to centralize contracts within the agency
3. Continue to update payables system with proper OFM & OMWBE guidelines regarding participation
4. Increase outreach to minority and women-owned businesses on WSLCB contracts and purchases by researching the market prior to releasing solicitation.
5. Notify the Office of Minority and Women-Owned Businesses of Pre-bid Conferences and opportunities whenever possible.
6. Post all solicitations over the sealed bid limit requiring competition on WEBS.
7. Consider contract liquor stores, tribes as an OMWBE firm.

Signed by:

Pat Kohler, Administrative Director

Date

Randy Simmons, Financial Director

Date
